

Modern Management Techniques Used by I.C.R.N.

by Bill Bremmer

The Inter College Radio Network has become possibly the first campus group in Potsdam to utilize modern personnel management techniques in filling an office in their organization.

About one month ago candidates for Chief Announcer were sought at WNTC. Four persons applied, and last week they attended three seminar-type meetings, chaired by the developer of the new plan, Jon Czarnecki. Czarnecki, having completed several management courses at Clarkson, discussed various management techniques stressing personnel relationships. John Schafer, president of ICRN, spoke on network management and policy decisions.

Former WNTC Program Director Alan Amundsen and the present one, Ralph Curcio talked about writing a weekly survey ("The Dean's List"), the record industry, trends in music, and programming "mix," emphasizing the current trend toward progressive rock and albums among college audiences.

WNTC Station Manager, Bob Emborski discussed the duties of the Chief Announcer. Emborski spoke of the need for communication with a large staff of 40 or so, and the importance of encouragement and help he must give to the station's announcers.

Czarnecki felt the three seminars were a success. He foresaw more formal seminars in the future where broadcasting experts and management professors might speak, perhaps leading to a broadcasting course at Clarkson.

The four candidates (Kevin Dodge, Herb Springer, Gene Thomas, and Jon Wolfert) will next assume the Chief Announcer's job for one week each. An all-around evaluation will be made and the best man chosen for the job. If the results of the program are successful the method may be expanded to other network positions.
